

Rep Order# 6861822 Ver# 1 Status New  
EC'd No

Traffic Order#

213224

Printed: 10/08/2012 1:21 PM  
Last Received: 10/08/2012 11:44 AM  
Showing Buylines: All Lines

1 of 2

Station WOTV-TV GRAND RAPIDS/KALAMAZ  
Advertiser ( ) HOEKSTRA FOR SENATE  
Product HOEKSTRA FOR SENATE  
Estimate#  
Buyer ALICIA COLLINS  
Phone#  
Fax#

Agency ( ) BRABENDER COX  
1218 GRANDVIEW AVE, 1ST FLOOR  
PTTSBURGH, PA 15211  
Agency C/P1/P2/E  
Flight Dates 10/09/2012 - 10/14/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) IAN AMBRON  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-525-9757

--- CONTRACT COMMENT ---

PETE HOEKSTRA FOR US SENATE SC-\*

--- REMARKS ---

THIS IS A NEW POL ORDER  
TOTAL = \$ 370  
PLS CONFIRM, THANKS IAN FOR KELLY

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-TH	6A-7A	6A NEWS	:30	\$15.00	10/09-10/11	3	1	3	\$45.00	
				Buyline Comment: 6A NEWS								
	2	TU-F	6P-630P	6P NEWS	:30	\$25.00	10/09-10/12	4	1	4	\$100.00	
				Buyline Comment: 6P NEWS								
	3	TU-F	630P-7P	630P NEWS	:30	\$100.00	10/09-10/12	2	1	2	\$200.00	
				Buyline Comment: 630P NEWS								
	4	SA	8A-9A	SAT GMA	:30	\$25.00	10/13-10/13	1	1	1	\$25.00	
				Buyline Comment: SAT GMA								

---REPORT TOTALS---

Report Totals: 10 / \$370.00

---SALES MONTHLY TOTALS---

Oct 12: 10 / \$370.00  
Sales Totals: 10 / \$370.00  
Station Totals: 10 / \$370.00

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Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$25,342

CATV 0%	WOOD 38%	WOTV 1%
WXSP 0%	WZPX 0%	WZZM 14%

WMMT 42%	WXMI 4%
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Books null  
Demos RA35+

---Agency Comment---

AGY ADDRESS CHANGE (PER PHILLY OFFICE AB)

--- CREDIT RISK ---

CASH IN ADVANCE